

**LISTING OF THE CLAIMS:**

Claims 1-10 (Cancelled)

11. (Currently amended) A ~~broadcasting/transmitting~~ system for broadcasting or transmitting a program or [[CM]] commercial message, comprising:

coupon information broadcasting/transmitting means for broadcasting or transmitting [[a]] coupon information for use in requesting issuance of a ~~coupon~~, shopping coupon together with said program or commercial message;

coupon issuance number receiving means for receiving [[a]] number of ~~issued coupon~~ issuances of the shopping coupon from a service center managing [[a]] number of issued coupons for each program or commercial message; and

broadcasting/transmitting management means for determining a period, a number of ~~time~~ times or a [[fee]] fee, for broadcasting or transmitting said program or commercial ~~message~~ message, on the basis of said number of ~~issued coupons~~ issuances of the shopping coupon.

12. (Currently amended) A ~~broadcasting and transmitting~~ method for broadcasting or transmitting a program or [[CM]] commercial message, comprising the steps of:

broadcasting or transmitting [[a]] coupon information for use in requesting [[an]] issuance of a shopping coupon together with said program or commercial message;

receiving [[a]] number of ~~issued coupons~~ issuances of the shopping coupon from a service center managing [[the]] number of issued coupons for each program or commercial message; and

broadcasting or transmitting said program or commercial message until the number of ~~issued coupons~~ issuances of the shopping coupon reaches a predetermined number.

13. (Currently amended) A ~~broadcasting/transmitting~~ system for broadcasting or transmitting a program or [[CM]] commercial message, comprising:

coupon broadcasting/transmitting means for broadcasting or transmitting a shopping coupon together with said program or commercial message;

coupon use number receiving means for receiving [[a]] number of ~~used~~ uses of the shopping coupon from a service center managing [[the]] number of ~~used~~ coupons used for each program or commercial message; and

broadcasting/transmitting managing means for determining a period, a number of times or a [[fee]] fee, for broadcasting or transmitting said program or commercial ~~message~~ message, on the basis of said number of ~~used coupons~~ uses of the shopping coupon.

14. (Currently amended) A ~~broadcasting/transmitting~~ method for broadcasting or transmitting a program or [[CM]] commercial message, comprising the steps of:

broadcasting or transmitting a shopping coupon together with said program or commercial message;

receiving [[a]] number of ~~used~~ uses of the shopping coupon from a service center managing [[the]] number of ~~used~~ coupons used for each program or commercial message; and

broadcasting or transmitting said program or commercial message until the number of ~~used coupons~~ uses of the shopping coupon reaches a predetermined number.

15. (Currently amended) A ~~broadcasting/transmitting~~ system for broadcasting or transmitting a program or [[CM]] commercial message, comprising:

coupon information broadcasting/transmitting means for broadcasting or transmitting [[a]] coupon information for use in requesting an issuance of [[the]] a shopping coupon together with said program or commercial message;

coupon issuance number analyzing means for receiving a ~~coupon~~ request for issuance ~~request of the shopping coupon~~ transmitted on the basis of said coupon information and calculating [[a]] number of ~~issued coupons~~ coupon issuances for each program or commercial message; and

broadcasting/transmitting management means for ~~determined~~ determining a period, a number of times or a [[fee]] fee, for broadcasting or transmitting said program or commercial message message, on the basis of said number of ~~issued coupons~~ issuances of the shopping coupon.

16. (Currently amended) A ~~broadcasting/transmitting~~ method for broadcasting or transmitting a program or [[CM]] commercial message, comprising the steps of:

broadcasting or transmitting [[a]] coupon information for use in requesting an issuance of a shopping coupon together with said program or commercial message;

receiving a request for issuance of said shopping coupon ~~issuance request~~ transmitted on the basis of said coupon information and issuing said shopping coupon;

calculating [[a]] number of ~~issued~~ issuances of coupons for each program or commercial message; and

broadcasting or transmitting said program or commercial message until the number of ~~issued coupons~~ issuances of said shopping coupon reaches a predetermined number.

17. (Currently amended) A ~~broadcasting/transmitting~~ system for broadcasting or transmitting a program or ~~[[CM]] commercial message~~, comprising:

coupon broadcasting/transmitting means for broadcasting or transmitting a shopping coupon together with said program or commercial message;

coupon use number analyzing means for receiving a coupon use status identifying that said shopping coupon is used, from a coupon affiliated store terminal managing the used ~~coupon~~ coupon, and for calculating number of ~~used~~ coupons used for each program or commercial message; and

broadcasting/transmitting management means for determining a period, a number of times or a ~~[[fee]] fee~~ for broadcasting or transmitting said program or commercial message on the basis of said number of ~~used coupons~~ uses of the shopping coupon.

18. (Currently amended) A ~~broadcasting/transmitting~~ method for broadcasting or transmitting a program or ~~[[CM]] commercial message~~, comprising the steps of:

broadcasting or transmitting a shopping coupon together with said program or commercial message;

receiving a coupon use status for identifying that said shopping coupon is used, from a coupon affiliated store terminal managing a used coupon;

calculating a number of ~~used~~ coupons used for each program or commercial message; and

broadcasting or transmitting said program or commercial message until the number of ~~used coupons~~ uses of the shopping coupon reaches a predetermined number.

19. (New) The system in accordance with claim 11, wherein the service center receives a coupon issuance request from a user who has received the coupon information, issues the shopping coupon to the user in response to the coupon issuance request, and counts the number of the issuances of the shopping coupon.

20. (New) The system in accordance with claim 11, wherein the coupon information broadcasting/transmitting means broadcasts the coupon information via a data broadcasting line when the program or the commercial message is broadcasted.

21. (New) The system in accordance with claim 11, wherein the broadcasting/transmitting management means sets a longer period, a higher number of broadcast/transmission times, or a higher fee for broadcasting or transmitting the program or commercial message as the number of issuances of the shopping coupon becomes larger.

22. (New) The system in accordance with claim 13, wherein the service center receives a used coupon from a shop where a user used the broadcasted or transmitted shopping coupon, and counts the number of the uses of the shopping coupon.

23. (New) The system in accordance with claim 13, wherein the coupon broadcasting/transmitting means broadcasts the shopping coupon via a data broadcasting line when the program or the commercial message is broadcasted.

24. (New) The system in accordance with claim 13, wherein the broadcasting/transmitting managing means sets a longer period, a higher number of

broadcast/transmission times, or a higher fee for broadcasting or transmitting the program or commercial message as the number of uses of the shopping coupon becomes larger.

25. (New) The system in accordance with claim 15, wherein the coupon information broadcasting/transmitting means broadcasts the coupon information via a data broadcasting line when the program or the commercial message is broadcasted.

26. (New) The system in accordance with claim 15, wherein the broadcasting/transmitting management means sets a longer period, a higher number of broadcast/transmission times, or a higher fee for broadcasting or transmitting the program or commercial message as the number of the issuances of the shopping coupon becomes larger.

27. (New) The system in accordance with claim 17, wherein the broadcasting/transmitting management means sets a longer period, a higher number of broadcast/transmission times, or a higher fee for broadcasting or transmitting the program or commercial message as the number of uses of the shopping coupon becomes larger.